

ALEXA PADRON

a copywriter

(305) 496-6495

alexapadron.com

alexampadron@gmail.com

Skills

Bilingual, Spanish
Copy editing
UX writing
Screenwriting
Adobe Creative Cloud
Basic HTML/CSS

Recognition

- Gold ANDY - Idea, 2021
- Gold ANDY - Craft, 2021
- 10 One Show Shortlists, 2021
- ADC Awards Shortlist, 2021
- Webby Awards Honoree, 2021
- D&AD New Blood Wood Pencil, 2020
- Gold Student ADDY Social Media Campaign, 2020
- Gold Student ADDY Integrated Campaign, 2020
- Gold Student ADDY Television Advertising, 2020
- Young Shits Award, 2020
- ANDYs Mentee, 2021
- AAF's Most Promising Multicultural Student, 2020
- MAIP Fellow, 2019

Extra Education

D&AD New Blood Academy
Swift's Flight School Night School
r/Advertising School
Gordon Ramsay MasterClass

The real Alexa

Alexa is a natural storyteller. Writing and sharing stories fuels her. She's obsessed with *ing*: learning, cooking, and – of course – writing.

Experience

Associate Copywriter

Present

TBWA\Chiat\Day New York

- Create concepts and produce ads across all mediums
 - Write captions for organic social channels
 - Build brand platforms for existing and potential clients
 - Pitch and present work to clients and creative leadership
- Clients: Facebook Portal, Nissan, Hilton, New Biz

Creative Resident

Oct. 2020 to Apr. 2021

TBWA\Chiat\Day New York

- Wrote scripts for Mountain Dew and Hilton social ads
 - Crafted tweets and headlines within tight character counts
 - Developed ideas and pitch concepts to creative leadership
 - Revise writing based on client and creative feedback
- Clients: Mountain Dew, Nissan, Facebook Portal, Hilton

Freelance Copywriter

Aug. to Oct. 2020

Virgin Voyages

- Wrote 12 Mediterranean travel guides for web and mobile
- Edited 150+ excursion descriptions to fit the brand voice
- Integrated brand voice and tone in UX copy for the app
- Worked toward reaching the marketing team's goals

Copywriting Intern

Summer 2020

Havas Chicago

- Created an integrated campaign for Love Has No Labels
- Shadowed VO recordings and internal creative reviews
- Participated in learning sessions with various agency teams

Copywriting Intern | MAIP Fellow

Summer 2019

GTB

- Wrote and produced TV and radio scripts for Ford ads
- Pitched social ideas and TV scripts to creative leadership
- Adapted general market ads for Hispanic market
- Directed voice talent and worked with production studios

Education

Bachelor of Science in Advertising
Bachelor of Science in Business Administration, Marketing
Griffith College, Dublin, Ireland, Summer 2017
University of Florida, 2020